

Land Use

Public Feedback

Vacant Lots

**Driveways and/or
garages for new
residential
development**

**Update signage in
residential areas**

**Need outdoor
seating**

Infill development

Public spaces

**& plazas for music, art,
festivals, food events, etc.**

**Transparent &
attractive
storefronts**

Land Use Goals

Preserve and strengthen neighborhood commercial retail and services.

Spur the growth of employment centers and anchor institutions along key corridors and centers.

Leverage available financial (PILOT, RABs, etc.) and development incentives to attract investment. (2)

Enhance East Orange as a destination city with a balance of urban and suburban character.

Align action on vacant and abandoned properties with redevelopment goals.

Encourage entrepreneurship by providing opportunities to develop collaborative and creative spaces. (1)



Land Use Actions

Through a Redevelopment Plan, incentivize Transit Supportive Development at Ampere Plaza and Worthington Pump Station. (1)

Establish Neighborhood Commercial (NC) zones at key retail/service nodes.

Create Gateway Commercial zones in important entrances into East Orange with design and streetscape standards that reinforce the unique character of these areas.

Expand Hospital Campus zone across Central Avenue to encourage medical office and institutional growth (2)

Overall the existing Sussex Avenue and Greenwood Redevelopment Plan to reflect current development trends. (3)

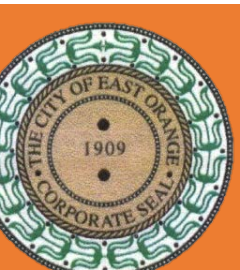
Eliminate the IND-1 zone and rezone as Gateway Commercial, Continuing Care Community, and Industrial (I) zones.

Prohibit the conversion of homes in Single-family (R-1) residential zones to professional office use.

Leverage and maximize the City's designation as a Transit Village to attract high-density development around the train stations.

Create Flex Zones on Elmwood Ave and North Arlington Ave to promote adaptive re-use.

Limit the types of allowable professional office conversions on Park Avenue.



Circulation Public Feedback



Circulation Goals

Transform East Orange as a safe and mobile urban/suburban community.

Become more livable, walkable, and bikeable with Complete Streets and improved streetscape design. (1)

Insist on the equitable investment of public transportation services and facilities in East Orange.

Strengthen areas around key transportation centers with high-density Transit Oriented Development.

Utilize innovative parking solutions to address demand and capacity issues. (2)

Reinforce pedestrian and vehicular linkages between neighborhoods.



Circulation Actions

Use context-sensitive street design to re-engineer roads to make them safer and more usable for all transportation modes.

Work with NJ TRANSIT to improve conditions in and around East Orange and Brick Church stations, and make Brick Church ADA accessible. (1)

Pursue grants to make pedestrian and bike improvements in the Main Street Central Business District & Central Avenue Entertainment zones.

Advocate for freeway caps over I-280 in the Brick Church and East Orange station areas, reduce the number of lanes on Freeway Drives, and improve pedestrian connections over I-280.

Advocate for the reactivation of Ampere Train Station and/or enhanced NJ TRANSIT bus service along Park Avenue. (2)

Explore the potential for parking structures around Brick Church and East Orange train stations.

Partner with School District to establish a Safe Routes to School Program and increase student safety around neighborhood schools.

Assess and remove overnight parking restrictions where appropriate. (3)

Significantly reduce parking requirements in the Transit Village District.

Create pocket parking lots on vacant properties where there are shortages of available parking.



Economic Development Public Feedback

Need
restaurants,
coffee shops,
galleries, &
shopping

Need family-
friendly, sit-down
restaurants

Too many liquor
stores

Need incubator spaces
for artists and young professionals

Need more
grocery
stores

Lack of conference
centers

Offer job trainings
to youth

Promote local
entrepreneur's
micro businesses

Need
entertainment
options
i.e. bowling, theatres,
performance centers



Economic Development Goals

Establish East Orange as a destination where individuals come for a culturally rich experience. (1)

Provide opportunities for residents to start their own local businesses. (2)

Create an environment where the shopper's experience is greatly enhanced and people want to be.

Connect the labor force with the larger employment sectors locally and regionally.

Strategically attract and retain businesses within the City. (2)

Leverage the City's Transit Village status as an economic development engine.



Economic Development Actions

Establish a local program that will leverage neighborhood business districts to grow local entrepreneurs. (2)

Establish a program to connect local artist with opportunities to exhibit their work in local establishment.

Identify program partners to provide collaborative and co-work space for artist and entrepreneurs. (E.g. Regis or C3Workplace)

Create a streetscape and façade improvement program with the goal of reactivating the sidewalk and creating a more welcoming environment. (3)

Use small business incentives and events to cluster businesses to critical nodes and encourage the establishment of “brick and mortar” locations.

Enhance security throughout the City’s major business/shopping districts. This will involve measures beyond the police intervention and include the use of Special Improvement Districts to provide additional security.

Revise and improve design standards in commercial/retail areas, to improve security. (E.g. improve lighting, visibility, etc.)

Create and establish a team of “*street ambassadors*”- local businesses that serve as eyes and ears on the street.

Market the City’s Transit Village status as an economic development stimulus.

Strategically intervene where ever there is a high incidence of vacancy or abandonment. (1)



Housing Public Feedback

**Rehabilitate
homes**

**Maintain
properties**

**Need more
senior housing**

“absentee landlords”

**Vacant & abandoned
properties**

affordability

homelessness

**Need more
homeowners**

**Single-family,
2- & 3-family,
& townhomes
preferred**

more than mid-rise and high-rise

**Balance needs
of existing &
incoming
residents**



Housing Goals

Provide quality housing to retain existing residents and attract new population.

Achieve a diverse mix of housing options and incomes to sustain the diverse needs of households.

Market East Orange as an emerging city with homeownership opportunities.

Protect the character of stable residential neighborhoods. (1)

Revitalize under-served areas with new investment. (1)



Housing Actions

Conduct an audit of existing rental regulations to ensure quality and the appropriate mix of market rate and affordable residential units.

Link data from property inspections, police, and tax records to monitor landlord performance and provide incentives for “good” landlords. (2)

Create and host housing summits in other cities to market East Orange homeownership opportunities.

Strategically use eminent domain and other governmental powers to consolidate lots for redevelopment and reinvestment.

Offer “home” swaps to homeowners in locations where new housing development is a possibility.

Reinforce neighborhood identity with branding and “welcome to” signage.

Establish land banks to screen available properties and sell to interested property owners for rehabilitation. (2)

Work with community banking programs to increase knowledge and availability of homebuyer incentives and programs.

Support non-profit housing developers by providing funding for grassroots neighborhood plans.

Partner with other departments to establish resident leadership program to monitor neighborhood conditions and promote local stewardship. (1)



Sustainability Public Feedback

**Build LEED
buildings**

Green roofs

Solar roofs

**Healthy food
options**

**Farmer's
Markets and
Community
Gardens**

**Protect the
trees in the City**

Sustainability Goals

Increase the use of renewable energy, and decrease the level of greenhouse gasses in the City.

Improve East Orange's resiliency to effects of climate change and storm impacts.

Support locally sourced food with urban agriculture.

Encourage sustainable design in the development and redevelopment of public and private projects. (2)

Maintain East Orange's status as a suburb within a city by preserving the City's natural features. (1)



Sustainability Actions

Establish an urban agriculture program in vacant land between Woodland Avenue and Glenwood Avenue north of Park Avenue. (3)

Continue and grow healthy locally grown food options at the East Orange Farmer's Market.

Adopt LEED standards for building design into the land development code for developments of a certain size.

Upgrade municipal buildings with energy efficient lighting, windows, and other technology.

Explore the use of green infrastructure at East Orange parks and civic spaces. (2)

Establish a City "Green Team" and achieve Sustainable Jersey certification.

Promote the use of renewable energy and energy efficiency programs in public buildings and private developments.

Conduct a fleet inventory and purchase eco-friendly vehicles as East Orange vehicles are replaced.

Increase public education and awareness of the importance of sustainability.

Increase homeowner and landlord participation in the NJ Clean Energy programs. (1)



Community Facilities Public Feedback

Afterschool
programs

Schools as
community
centers

Vacant lots as
art showcase

Improve lighting & safety

Community
policing + Foot
patrols

Community/urban
agriculture/farmers market

Modernize
library
locations

Improve civic
center



Community Facilities Goals

Build partnerships to deliver high-quality programs and services to residents. (2)

Stimulate social engagement and prosperity through educational schools and programs.

Invest in modern civic spaces throughout the City that are accessible to the public. (2)

Enhance quality of life through well-funded public safety and health programs. (1)

Utilize art and creative programming to activate public spaces.



Community Facilities Actions

Continue to upgrade public safety facilities to provide the best available resources for the City’s first responders.

Invest in the update or reconstruction of the Fellowship Civic Center at the Orange Oval as the focal civic venue for the city.

Work with East Orange Board of Education to increase community usage of their “community” schools after school hours. (3)

Conduct an Area in Need of Redevelopment Study and Redevelopment Plan on land formerly occupied by Langston Hughes Elementary and Cicely Tyson school to determine the future use of the area.

Prepare an Emergency Preparedness and Management Plan.

Increase the use of foot patrols in key areas to augment public safety visibility and neighborhood bonds.

Activate spaces under East Orange train station with public art and light displays. (2)

Establish a creative placemaking program and leadership team to increase public art and key civic spaces.

Increase awareness of the variety of city programs and services.

Work with East Orange General Hospital to create a “healthcare ambassador” program to ensure residents are accessing public health services. (1)



Historic Preservation Goals (from 2013 plan)

Ensure the historic resources qualified and certified under state or federal registers are in compliance with regulatory standards governing their preservation and management.

Ensure that East Orange has high quality historic districts, landmarks, buildings, and places that represent a diverse historical perspective.

Integrate historic preservation more fully into East Orange's comprehensive planning program.

Foster public education and greater appreciation and understanding for historic resources, and public support for preservation in East Orange.

Recycling Goals

Increase understanding of the importance of recycling and programs.

Increase recycling levels in the City.

Parks and Recreation Goals (from 2013 plan)

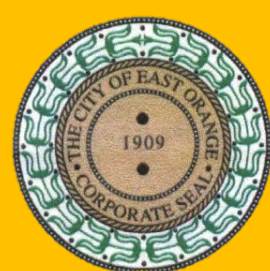
Preserve and enhance access to open spaces.

Encourage proper redesign of existing parks to enhance needs of residents.

Promote a broad range of recreational opportunities and facilities for people of all ages and abilities.



Share Your Ideas With Us!



Share Your Ideas With Us!

- Maintain or remove street trees that are having a harmful effect on sidewalk conditions
- More litter/dumping enforcement needed
- Improve welcome signs and handicap ramps
- Maintain city-owned vacant lots – negatively affecting adjacent properties
- Update basketball courts and baseball fields
- Community Garden for Meadow St
- Maintain road infrastructure (street lights and road conditions – street signs, potholes, etc.)
- Sidewalk conditions – assist homeowners with repair
- Improve schools
- Ensure adequate water supply and capacity with new development
- Jitney service from train between 4am-midnight
- Encourage homeownership
- Programs to remove oil tanks and modernize homes
- Beautiful the city's landscape
- Boys and Girls Club Junior Ranger Program
- Improve conditions around EO General Hospital
- Need more supermarkets (5th Ward)

